



TAXICAB SERVICES  
646 South Second Street  
Milwaukee, WI 53204  
(414) 220-5010 • (414) 220-5016

---

July 8, 2015

To: Alderman Robert J. Bauman  
Chairman, Public Works Committee

From: Red Christensen  
Vice President, American United Taxicab Co & All City Veteran Taxi  
Director, Wisconsin Association of Taxicab Owners-Milwaukee Chapter

Dear Chairman Bauman and Committee Members;

Thank you for allowing me the opportunity to testify on file **#150356; An ordinance relating to body colors for affiliated taxicabs**. American United and All City Veteran support the current Ordinance that establishes colors for taxicabs affiliated with certain entities and recommends against repeal of the current ordinance.

Assigning specific vehicle colors for taxicabs affiliated with certain dispatch companies serves many important purposes.

First, dedicated colors are an important part of a company's branding. More people identify the color of a taxicab to the company it is affiliated with than the name on the cab itself. We spend tens of thousands of dollars each year promoting business for taxicabs affiliated with our companies. Allowing taxicabs not affiliated with our company to be painted the same color as those affiliated with our company would be unfair to the independent owner-operators who pay to be affiliated with our company. Courts have held that copying of cab colors constitutes unfair competition.

Nearly every authority issuing taxicab licenses around the world requires taxicabs associated with certain affiliations to be painted a distinct and recognizable color reserved or assigned only to that particular affiliation. Milwaukee's current ordinance is well within industry common practices.

Dedicated company colors greatly aide in the return of lost and found items. We routinely receive calls from customers looking for lost and found items who can only identify the color of the taxicab they rode in. Tracking down lost and found items can be a very labor intensive and time consuming process. In an average week we receive 45-50 calls on lost and found items. If any car in the city can be red or blue, it would not make sense for us to devote a large amount of time tracking these items. This could result in more work for the city if customers turn to your staff for help.

Finally, not having dedicated colors would greatly increase the amount of work for Police officers investigating complaints and/or crimes. Under the current ordinance, a police officer looking for a person who was last seen getting into a red or blue cab knows exactly where to come for information about that ride. Without exclusivity in colors, police officers will have to spend time tracking down every red or blue cab in the city.

The cost of painting taxicabs a certain color in order to legally operate on the streets of Milwaukee is merely an ordinary business expense. The city has many rules and regulations for people wishing to operate a business. Items like access, signage, landscaping and many others are routinely required in exchange for a city license or permit. In the grand scheme of things, painting is a relatively low cost item compared to the cost of the vehicle, insurance, equipment etc. Painting a vehicle is in no way a cost prohibitive expense for anyone wishing to enter the taxi business.

Once again, thank you for your time. I am happy to answer any questions committee members may have at this time.

Cc;

Alderman Willie C. Wade, Vice-Chair

Alderman James Bohl, Committee Member

Alderman Joe Davis Sr., Committee Member

Alderman Robert G Donovan, Committee Member

No. \_\_\_\_\_

**OFFICE OF THE CITY CLERK  
CITY OF MILWAUKEE**

**REGISTRATION FORM**

Special Public Hearing

Tuesday, July 7, 2015  
6:00-8:00 P.M.

**James Madison Academic Campus  
8135 W. Florist Avenue**

Regarding file: 150324 - Resolution relative to the establishment of the Year 2016  
Funding Allocation Plan.

Name: Ro Sean Gray

PLEASE PRINT YOUR NAME CLEARLY, if you wish to speak

Address: 9708 W Thurston Ave

City: Milwaukee Zip Code: 53225

Organization Represented (if any): Sherman Park Community Association

I wish to speak.

I do not wish to speak.

No. \_\_\_\_\_

**OFFICE OF THE CITY CLERK  
CITY OF MILWAUKEE**

**REGISTRATION FORM**

Special Public Hearing

Tuesday, July 7, 2015  
6:00-8:00 P.M.

**James Madison Academic Campus  
8135 W. Florist Avenue**

Regarding file: 150324 - Resolution relative to the establishment of the Year 2016 Funding Allocation Plan.

Name: Beth Rosenow

PLEASE PRINT YOUR NAME CLEARLY, if you wish to speak

Address: 5460 N. 64th ST

City: Milw Zip Code: 53218

Organization Represented (if any): NSP 19

I wish to speak.

I do not wish to speak.